REMARKS

Claims 1, 3-11, 13 and 16-32 are pending in the present application. Claims 2 and 14-15 are cancelled. Claims 1, 8, 11 and 13 are amended. Claims 16-32 are new. Claims 3-7 and 9-10 remain in the application unchanged. Support for the amendments and new claims may be found in the Applicant's specification at least at paragraphs [0026] through [0045] and FIGS. 1, 6 and 7.

All previously presented pending claims stand rejected under 35 U.S.C. § 103(a).

Reconsideration of the present application is respectfully requested in view of the above amendments and following remarks.

Rejections Under 35 U.S.C. § 103(a)

In response to the Decision of the Board of Patent Appeals and Interferences of June 8, 2009, Applicant has amended claims 1, 8, 11 and 13. In the final Office Action of November 21, 2006, the Examiner rejected claims 1, 3, 4-11 and 13-15 as being unpatentable over Friedman et al. (Pub. No. US2003/0208556 A1, hereinafter "Friedman") in view of Fuwa et al. (Pub. No. US 2005/0102151, hereinafter "Fuwa").

In order for a set of references to render a claim obvious, the combined references must teach the entirety of the recited claim including all of the emphasized claim language. The undersigned respectfully submits that the cited references do not teach or suggest the emphasized claim language and cannot possibly teach or suggest the recited combination.

The pending claims relate to computer-implemented methods and programs for facilitating the creation of a second template that incorporates modifications made by a user to the component elements of a first template. In the custom document creation embodiment disclosed in the pending application, a number of pre-designed templates having various combinations of layouts, images, color schemes, and so forth are provided for selection and use by a user as the starting point for further customization to create a personalized document ([0004], [0025]). As discussed at [0028], each template (for example, template 300 in Fig. 3) is internally maintained as a set of separately defined, individually selectable template component elements, such as a template color scheme, template layout, template design

effects, and template font scheme. The purpose and content of these various component elements are described at [0029].

When a user selects a particular template to initiate a custom product design session, a product description identifier (602 in Fig. 6, [0034]) is assigned to that user's custom document design and the assigned product description identifier is associated with the identifiers of the component elements of the selected template. Therefore, product description identifier will initially be associated with the identifiers 604-614 of the various component elements of the selected template.

The user is allowed to then modify template 300 by replacing one or more of the original template component elements with other component elements. (Controls 310 in Fig. 3 are provided to the user for this purpose.) Each time the user uses one of controls 310 to select a different component element, the corresponding identifier for that component is associated with the product description identifier 602 and the displayed template image is updated to reflect newly selected element.

This form of modular template definition and structure allows template component elements to be applied to other templates to create matching product designs. For example, as discussed at [0038], the component element choices made by the user to the template for the front side of a folded card can be automatically applied as the corresponding component elements for the template of the inside of the folded card. The user is, therefore, not required to repeat component element selections for each template, reducing the burden on the user.

As another example, discussed at [0040], if a user is designing a new product and desires that the template for the new product have a similar look and style to the look and style of a custom document previously designed by the user, component element identifiers from the desired earlier document (e.g., 502, 504, or 506 in Fig. 5) can be applied as the component element identifies of the document currently being designed, again saving the user the time and effort of manually repeating the element selections.

As yet another example, discussed at [0041]-[0042], the component elements of a document can be automatically used, without user request, to generate and display a matching template for a different product of possible interest to the user (e.g., template 804 for a matching return address label).

Applicant's amended claim 1 recites:

A computer-implemented method comprising

receiving, by one or more processors, a user request to initiate a product design session using a selected template, **the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier**, the first set of component elements **including at least a layout component element specifying at least size and positioning of all containers** in the respective layout component element, **and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element;**

in response to the request, **associating**, by one or more processors, **a product description identifier with the plurality of component element identifiers of the first set of template component elements** required to assemble the selected template,

displaying, by one or more processors, the selected template to the user,

providing, by one or more processors, one or more tools allowing the user to **change at least one component element of the displayed template with a different component element associated with a different component element identifier**,

in response to each user change of a component element, **associating**, by one or more processors, **the component element identifier of the different component element with the product description identifier and modifying the displayed template to reflect the change**,

using, by one or more processors, at least some of the component element identifiers associated with the product description identifier as component element identifiers of a different template assembled using a second set of a plurality of component elements, the second set of component elements comprising at least one different component element than the first selected template, and

displaying, by one or more processors, the different template to the user.

Turning first to the cited references, Friedman discloses a system allowing a user to input text for combination with a template image. The Friedman user first chooses an image of a greeting card from a set of available greeting card images provided by the service provider (See Fig. 6A and [0064]). The user is then allowed to edit the three sides of the card product by adding and positioning personalized text entries over the card image. (See Figs. 6C-6D and [0087] and [0088]). The user is provided font tools allowing the user to select a

desired font and modify the font size, color and style of the added text only (See Figs. 6C-6D and [0087]).

Friedman does not teach or suggest "a selected template, **the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier**, the first set of component elements **including at least a layout component element specifying at least size and positioning of all containers** in the respective layout component element, **and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element**", as recited in Applicant's claim 1. In Friedman, a blank card template is merely a rasterized image of the card - e.g., .jpg, .gif, .tif, .bmp (see Friedman paragraph [0064] and [0088]). A user can add customization to the card by inserting text or graphics *over the card image* (see Friedman, paragraph [0088]-[0089]). However, the user-added text or graphics is not a component element of a template. The addition of any text is not part of the template (insofar as the card image is considered a "template") and is not a component element of the card image "template". It is merely a text and/or image box generated and displayed over the background of the card image at the request of the user. Since the card image "template" is merely an image and has no component elements that are assembled together to display the card "template", it cannot be equated with Applicant's recited "selected template, the selected template assembled using a first set of a plurality of component elements...."

Friedman also does not teach or suggest "one or more tools allowing the user to **change at least one component element of the displayed template with a different component element associated with a different component element identifier**" or "in response to each user change of a component element, **associating**, by one or more processors, **the component element identifier of the different component element with the product description identifier and modifying the displayed template to reflect the change**". Friedman allows a user to overlay text anywhere on the image of the card, for example in FIGS. 6C and 6D. Friedman also allows the user to specify attributes such as font, color, style, size, etc., but only of the user-added text. However, Friedman does not allow the user to change any aspect of the underlying card image. For example, the color scheme of the card image itself can be changed. In contrast, Applicant's claim 1 recites

"allowing the user to **change at least one component element of the displayed template with a different component element associated with a different component element identifier**". For example, a template may have associated with it a layout component element specifying the size and positions of each of the containers in the template, and a color scheme component element specifying the color scheme component element applied to various elements of the template. The user may change the color scheme component element and when this happens, the unique component element identifier associated with the changed color scheme component element is associated with the product description identifier of the user's document. Friedman does not allow this. The card image cannot change and the card image is not composed of individual template components identified by template component identifiers. The user is not given any direct access to any of the elements (e.g., layout, design, font scheme, color scheme, etc.) in the card image itself.

Friedman also does not teach or suggest "**using, by one or more processors, at least some of the component element identifiers associated with the product description identifier as component element identifiers of a different template assembled using a second set of a plurality of component elements, the second set of component elements comprising at least one different component element than the first selected template**". Friedman does not teach a **processor** generating a **different template** using some of the component elements of the user-customized template. A user can create a new card and customize it to their liking, but the system itself does not create any new card. Applicant's claim 1, however, recites that it is the **processor** that generates the different template, and does so by utilizing some of the component elements of the first selected template. Friedman in no way suggests the dynamic generation of new templates based on a user's previous customized product.

Fuwa does not make up for the deficiencies of Friedman. Fuwa discloses an online system for the creation and ordering of personalized rubber stamps. The stamp face design is defined in Fuwa as the stamp "template" (line 17-18 of Fuwa [0031]). To customize the template, the Fuwa user first selects a basic template design (Fig. 12). The user then inputs the user's name and address information to be incorporated into the stamp template (Fig. 14). At the same time the user is allowed to select other properties of the physical stamp, such as grip color and ink color. The Fuwa user is not allowed to directly specify a font, but is

allowed to choose from eight different versions of the stamp template generated by the Fuwa server (Fig. 15), using eight different fonts.

Fuwa does not teach or suggest "a selected template, **the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier**, the first set of component elements **including at least a layout component element specifying at least size and positioning of all containers** in the respective layout component element, **and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element**", as recited in Applicant's claim 1, and which is missing from Friedman. Fuwa's FIG. 12 displays a set of products, including images of various stamp face samples, which may be purchased. (See Fuwa, paragraph[0084]). When a user selects one of the stamp products, a stamp information input screen as in FIG. 14 is displayed to the user, providing input spaces to input more specific stamp information including grip color, ink color, number of stamps to be ordered, and character string data to be indicated on a stamp face, such as name and address. (See Fuwa, paragraph [0087]). Neither FIG. 12 nor FIG. 14 of Fuwa shows a **template** as claimed in Applicant's Claim 1. In FIG. 12, product names and accompanying sample images of stamp faces are displayed in the user's browser. The sample images of stamp faces are merely images stored in and obtained from the template database 9b (See Fuwa, paragraph [0037]). The entire image is sent to the user's browser for display therein. There is no teaching or suggest in Fuwa that the sample images shown in Fuwa's FIG. 12 comprise a plurality of template component elements that are assembled at the user's computer for display as a template in the user's browser. In FIG. 14, a stamp information input screen is extracted from the Web page database 9a. The stamp information input screen provides input boxes for allowing the user to specify a grip color, the ink color, the number of stamps to be ordered, and the name and address that should be on the stamp face. The stamp information input screen is merely an HTML data collection page whereby the inputs are transmitted back to the server for use in generating a preview image of the stamp face updated with the user-entered data. The stamp information input screen shown in FIG. 14 is clearly not a template because each input box includes a label identifying what data should be entered in the box

and is not presented in the layout of the selected stamp face. A user can view a preview of the stamp face by clicking on the "Check Stamp Face" button, which will cause the user's browser to transmit the user-entered data to the server, where a preview creating portion 81 will generate a preview image of the stamp face. The preview image is merely a rasterized image renderable in the user's browser and does not include separate component elements that are each identified by associated component element identifiers. Accordingly, for all of the above reasons, Fuwa does not teach or suggest a "template" as recited in Applicant's claim 1 as "a selected template, **the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier**, the first set of component elements **including at least a layout component element specifying at least size and positioning of all containers** in the respective layout component element, **and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element**".

Fuwa also does not teach or suggest "one or more tools allowing the user to **change at least one component element of the displayed template with a different component element associated with a different component element identifier**" or "in response to each user change of a component element, **associating**, by one or more processors, **the component element identifier of the different component element with the product description identifier and modifying the displayed template to reflect the change**", each of which is also missing from the Friedman reference. Once a sample stamp face is selected in Fuwa, the user can only enter user data to be implemented on the stamp face and can choose physical attributes of the stamp such as grip color and ink color. However, the user cannot change the layout, the design, the font scheme, or the color scheme of the selected sample stamp face (which the Examiner seeks to equate with a "template") without selecting an entirely different sample stamp face. As described above, neither the sample stamp faces in FIG. 12 nor the stamp information input screen equates with Applicant's recited "template" and neither includes a plurality of different template component elements each associated with a component element identifier. In FIG. 14, a user can enter user information in the input boxes but such input does not change any component element identifier

associated with that box. Thus, Fuwa also does not teach or suggest "one or more tools allowing the user to **change at least one component element of the displayed template with a different component element associated with a different component element identifier**" or "in response to each user change of a component element, **associating**, by one or more processors, **the component element identifier of the different component element with the product description identifier and modifying the displayed template to reflect the change**", as required by Applicant's claim 1.

Fuwa also does not teach or suggest "**using, by one or more processors, at least some of the component element identifiers associated with the product description identifier as component element identifiers of a different template assembled using a second set of a plurality of component elements, the second set of component elements comprising at least one different component element than the first selected template**", which is missing from the Friedman reference. Fuwa does not teach a **processor** generating a **different template** using some of the component elements of the user-customized template as identified by the product description identifier. The Examiner cites Fuwa, paragraphs 31 38, and 44, and Fuwa's FIGS. 2, 3, and 15 as teaching how sub-categories (element identifiers) of one template can be used as a sub-category on a different template. However, as now explicitly recited in Applicant's claim 1, the "product description identifier" is associated "**with the plurality of component element identifiers of the first set of template component elements** required to assemble the selected template", wherein the "**first set of a plurality of component elements each associated with a unique component element identifier**, the first set of component elements **including at least a layout component element specifying at least size and positioning of all containers** in the respective layout component element, **and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element**". Fuwa discloses a product information database 9c shown in FIG. 2 that is classified broadly into categories (such as business, personal, seasonal, and family), where each category is further classified into sub-categories (such as office and sales for the business category). However, these categories are not "templates", and the sub-categories are not "component elements" of a given template.

As previously described and as recited in Applicant's claim 1, a template is "a selected template, **the selected template assembled using a first set of a plurality of component elements each associated with a unique component element identifier**, the first set of component elements **including at least a layout component element specifying at least size and positioning of all containers** in the respective layout component element, **and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element**". The categories in the product information database 9c are clearly not templates since they cannot be assembled. Thus, regardless of whether a category (such as business) is further classified into sub-categories (such as sales and office), the category cannot be equated with a template or a product description identifier since the sub-categories of "sales" and "office" cannot be assembled to create a template including at least a layout component element and at least one of a design component element, an image component element, a text group component element, a font scheme component element, and/or a color scheme component element. The categories and sub-categories referred to in Fuwa are merely abstract classifications for organizing product data. The templates, component elements, and product description identifier recited in Applicant's claim 1 are actual (as opposed to abstract) data objects that together define a user's actual (not abstract) document. Thus, the categories and sub-categories of Fuwa's product information database 9c cannot be equated with Applicant's recited "product description identifier" and "component elements" in Applicant's claim 1.

In summary, Friedman in combination with Fuwa does **not** disclose the subject matter of independent claim 1 and its dependent claims 3-7. Independent claims 8, 11, 13 16, 25 and 32 and their corresponding dependent claims are likewise similarly distinguishable over Friedman in combination with Fuwa.

Reconsideration and withdrawal of the rejections under 35 U.S.C. § 103(a) is respectfully requested

CONCLUSION

The Applicant therefore respectfully requests reconsideration and withdrawal of the 35 U.S.C. § 103(a) rejections of claims 1, 3-11, 13 and 16-32.

The Examiner is invited to call the undersigned in the event that a telephone interview may assist in the advancement of the prosecution of this application.

Respectfully Submitted,

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